

I claim:

1. A lamp comprising:
  - a heat conductive post having a base and a top and plural wireways extending axially through said post from the base to the top;
  - a head on the top of said post, said head having plural light-emitting diode (LED) assemblies mounted thereon;
  - a circuit board for said LED assemblies at the base of said post; and
  - plural electrical leads that are insulated from each other and that each extend through a different one of said wireways and whose ends emerge from the base and the top, said leads being connected to respective ones of said LED assemblies and to said circuit board.
2. The lamp of claim 1, wherein said post has an axial opening therein and wherein said plural wireways are in an insulative body that is carried within said opening.
3. The lamp of claim 2, wherein said insulative body comprises plural axial shafts that form said wireways.
4. The lamp of claim 2, wherein said insulative body comprises a core with plural fins extending radially therefrom, said wireways being at ends of said fins.
5. The lamp of claim 2, wherein said insulative body comprises a core with plural axial grooves in an exterior thereof, said wireways being in said grooves.
6. The lamp of claim 1, further comprising a reflector attached to the base of said post.
7. The lamp of claim 1, further comprising a heat sink attached to the base of said post.
8. The lamp of claim 1, wherein the base of said post has a recess in a bottom thereof and said circuit board is within said recess.

9. The lamp of claim 1, wherein said LED assemblies are distributed around a periphery of said head and said leads emerge from the top of said post adjacent to respective ones of said LED assemblies, said leads being connected to said LED assemblies with connecting wires.
10. A method of making a lamp, comprising the steps of:  
providing a heat conductive post having a base and a top;  
providing an insert that includes plural wireways and plural electrical leads that are insulated from each other and that each extend through a different one of the wireways;  
inserting the insert into the post so that ends of the leads emerge from the top and the base of the post;  
providing a head having plural LED assemblies on the top of the post;  
mounting a circuit board for the LED assemblies at the base of the post; and  
connecting the leads to respective ones of the LED assemblies and to the circuit board.
11. The method of claim 10, wherein the post has an axial opening therein and wherein the insert has an insulative body that is inserted into the opening during the inserting step.
12. The method of claim 11, wherein the insulative body includes plural axial shafts that form the wireways.
13. The method of claim 10, further comprising the step of attaching a reflector to the base of the post.
14. The method of claim 10, further comprising the step of attaching a heat sink to the base of the post.

15. The method of claim 10, further comprising the step of mounting the circuit board in a recess in the base of the post.
16. The method of claim 10, further comprising the step of connecting the ends of the leads to the LED assemblies with connecting wires.
17. A lamp comprising:
  - a heat conductive post having a base and a top and an axial opening therein;
  - an insulative body within said opening, said body defining plural wireways;
  - plural electrical leads that are insulated from each other and that each extend through a different one of said wireways and whose ends emerge from the base and the top of said post;
  - a head on the top of said post, said head having plural LED assemblies mounted around a periphery thereof, said LED assemblies being connected to respective ones of said leads;
  - a circuit board for said LED assemblies in the base of said post, the ends of said leads extending into said circuit board and being electrically connected thereto; and
  - a reflector attached to the base of said post; and
  - a heat sink attached to the base of said post.
18. The lamp of claim 17, wherein said insulative body comprises a core with plural fins extending radially therefrom, said wireways being in said fins.
19. The lamp of claim 17, wherein said insulative body comprises a core with plural axial grooves in an exterior thereof, said wireways being defined by said grooves.
20. The lamp of claim 17, wherein said leads emerge from the top of said post adjacent to respective ones of said LED assemblies and wherein said leads are connected to said LED assemblies with connecting wires.